

CLASSIFICATION OFFICE DECISION

Title of publication: The Emoji Movie

Other known title(s): Not stated

OFLC ref: 1700471.000

Medium: Film

Distributor: Sony Pictures (NZ) Ltd

Director: Tony Leondis

Producer: Michelle Raimo

Country of origin: United States

Language: English

Applicant: Chief Censor

Classification:	Unrestricted: Parental guidance recommended for younger viewers.
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Excisions: No excisions recommended

Descriptive note: Some scenes may scare very young children.

Display conditions: None

Date of entry in Register: 17 August 2017

Date of direction to issue a label: 17 August 2017

Date of notice of decision: 17 August 2017

	Components	Running time
Feature(s):	The Emoji Movie	86:06
Timed component(s):	Puppy	5:00
Total running time:		91:06

Summary of reasons for decision:

The Chief Censor called this film in for classification on 10 August 2017 under s13(3) of the Films, Videos, and Publications Classification Act 1993 (FVPC Act). The Film and Video Labelling Body (FVLB) cross-rated the film The Emoji Movie at G from its Australian rating. Included as part of the cross-rated film was a short film 'Puppy'. However, 'Puppy' as a separate publication was rated PG by

the FVLB. The FVLB does not have any discretion to override the cross-rating from Australia, which has resulted in uncertainty over how the cinematic release should be marketed in New Zealand. The Chief Censor called in the feature and its accompanying short to determine a single rating that can be applied to both. The feature and the accompanying short are brightly coloured animations made for children and younger viewers. The short film 'Puppy' involves the antics of a giant puppy at a hotel for monsters while 'The Emoji Movie' involves smartphone emojis seeking freedom while being chased by robots. Audiences would require some technological knowledge to understand the plot of the feature - suggesting that in spite of its extremely bright, cartoonish and simple visual style, very young children would find the story hard to follow and may be scared by the low level elements of horror and violence. However, the extent and degree of this content is low and it is presented in a highly stylised and comical manner. As a result the film and its accompanying short are unlikely to cause injury to the public good. Young children would benefit from guidance to interpret the content. The publication's unrestricted classification has no impact on the right to freedom of expression contained in the New Zealand Bill of Rights Act 1990.